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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BEL1014 – ELECTRONIC COMMERCE (All sections / Groups)

28th Feb 2017
2.30 pm – 4.30 pm.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Cover Page).
2. This question paper consists of FIVE (5) essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet.

QUESTION 1

Explain and where appropriate, give examples of each of the following terms.

a) Web 2.0. (5 marks)

b) Packet Switching. (5 marks)

c) Digital Certificate (5 marks)

d) Cloud Computing (5 marks)

(Total 20 marks)

QUESTION 2

Mr Trump would like to learn about social marketing. Explain what is social marketing and the entire social marketing process.

(Total 20 marks)

Continue ...

QUESTION 3

ABC started an online business selling stuff. He is puzzled at the degree of intense competition online. Explain to him at least FOUR factors that cause such intense competition.

(Total 20 marks)

QUESTION 4

- a) What is crowd funding? Give examples. (10 marks)
- b) What is freemium business model and why would companies choose the freemium business model? Give examples of apps using freemium business models. (10 marks)

(Total 20 marks)

QUESTION 5

- a) Explain what disruptive technology is and how it affects the newspaper companies. (10 marks)
- b) Discuss at least THREE (3) strategies that newspaper companies could adopt to counter these disruptive technologies. (10 marks)

(Total 20 marks)

END OF PAPER